

Message Text

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PAGE 01 BELGRA 06260 291313Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 CCO-00 PASO-00 /021 W
-----003555 300334Z /64

R 281349Z AUG 78
FM AMEMBASSY BELGRADE
TO SECSTATE WASHDC 7739

UNCLAS BELGRADE 6260

E.O. 11652: N/A
TAGS: BEXP, YO
SUBJECT: MINING EQUIPMENT EXHIBITION

TO: MR. PETER C. BREMNER, PRESIDENT
925 DELAWARE ST, S.E.
MINNEAPOLIS, MINN. 55414
TX: WUD 290719 LONGYR GO MPS

MR. RICHARD V. WENBERG
VICE PRESIDENT, SALES AND MARKETING
EIMCO MINING MACHINERY
537 W. 6TH S.
SALT LAKE CITY, UTAH

PRESIDENT
DART TRUCK CO.
1301 CHOUTEAU TRAFFICWAY
KANSAS CITY, MO 64120
TELEX: 04-2301
TWX: 910-771-2131

1. YOU MAY OR MAY NOT BE AWARE THAT FROM SEPTEMBER 11 TO 14, 1978
A CONFERENCE ENTITLED "TRANSFER OF SCIENCE AND TECHNOLOGY WITHIN
MINING FIELD OF THE DEVELOPING COUNTRIES" IS BEING HELD IN
BELGRADE. HIGH LEVEL DECISION-MAKERS IN THE MINING FIELD FROM
MANY DEVELOPING COUNTRIES WILL BE ATTENDING THIS EVENT.
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2. COINCIDING WITH THIS CONFERENCE WILL BE AN INTERNATIONAL MINING
EQUIPMENT EXHIBITION (SEPTEMBER 11-15) ENTITLED "MINING 78" AT THE
BELGRADE FAIR GROUNDS. WE KNOW THAT CONFERENCE PARTICIPANTS WILL
BE STRONGLY ENCOURAGED TO VISIT THIS EXHIBITON DURING THEIR STAY
IN BELGRADE. WE UNDERSTAND A NUMBER OF U.S. MINING EQUIPMENT FIRMS
WILL BE PARTICIPATING IN THIS EXHIBITION ON THEIR OWN OR THROUGH

THEIR YUGOSLAV REPRESENTATIVES. HOWEVER, WE ARE CERTAIN THERE ARE MANY OTHER U.S. FIRMS WHICH ARE EITHER UNAWARE THAT THESE TWO EVENTS ARE OCCURRING SIMULTANEOUSLY OR ARE RELUCTANT TO SPEND THE TIME, EFFORT AND MONEY TO PREPARE THEIR OWN DISPLAY AT THE FAIR.

3. WE BELIEVE GREATER U.S. PARTICIPATION IN "MINING 78" COULD PAY OFF SUBSTANTIALLY IN INCREASED U.S.EXPORTS BOTH TO YUGOSLAVIA AND OTHER DEVELOPING COUNTRIES. WE THEREFORE DECIDED THAT IF ENOUGH U.S. FIRMS SHOWED AN INTEREST WE WOULD RENT SOME SPACE AT THIS EXHIBITION AND DISPLAY THEIR PROMOTIONAL MATERIALS. EIGHT U.S. FIRMS TO DATE HAVE INDICATED THEY WILL BE PARTICIPATING IN THIS INFORMATION DISPLAY AND WE ARE THEREFORE PROCEEDING. WE ARE SECURING APPROXIMATELY 50 METERS SQUARE OF SPACE FOR THE DISPLAY. IT WILL BE MANNED BY A MEMBER OF THE EMBASSY'S ECONOMIC/ COMMERCIAL STAFF WHO WILL DISTRIBUTE BROCHURES ON EQUIPMENT AND SERVICES OFFERED BY PARTICIPATING U.S. FIRMS. THE FEE FOR EACH FIRM WILL BE U.S. DOLLARS TWO HUNDRED.

4. WE ARE HOPEFUL A FEW MORE U.S. FIRMS, INCLUDING YOUR OWN, WILL DECIDE TO PARTICIPATE. I RECOGNIZE THIS IS VERY SHORT NOTICE. I AM WRITING YOU AT THIS LATE DATE BECAUSE I ONLY RECENTLY BECAME AWARE THAT YOUR FIRM WILL BE A MEMBER OF THE USDOC MINING SEMINAR TO PORTUGAL, SPAIN AND YUGOSLAVIA IN LATE OCTOBER AND NOVMEBER.

5. YOUR PARTICIPATION IN THE MINING SEMINAR LEADS ME TO BELIVE THAT YOUR FIRM MIGHT BE INTERESTED IN PARTICIPATING IN "MINING 78".
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I WISH TO EMPHASIZE THAT I BELIEVE THE REAL PAYOFF FOR PARTICIPATION IN "MINING 78" IS INCREASED, INEXPENSIVE EXPOSURE IN A HOST OF THIRD WORLD COUNTRIES. YOUR YUGOSLAV SALES EFFORTS WILL PROBABLY BENEFIT, PARTICULARLY BECAUSE OF YOUR NOVEMBER FOLLOW-UP, BUT THE THIRD WORLD SHOULD BE CONSIDERED THE MAJOR AREA OF EMPHASIS AND POTENTIAL BENFIT.

6. IF YOU ARE INTERESTED IN PARTICIPATING PLEASE ADVISE ME BY TELEX IMMEDIATELY AND AT THE SAME TIME AIR MAIL ANY BROCHURES OR DISPLAY ITEMS SUCH AS POSTERS, MODELS ETC. WHICH YOU BELIEVE WOULD BE USEFUL IN HIGHLIGHTING YOUR FIRM'S PARTICIPATION. IF YOU HAVE A YUGOSLAV AGENT I SUGGEST YOU SHIP THE MATERIALS BY AIR TO HIM AND HAVE HIM CONTACT US. IF NO AGENT, SEND THE MATERIALS TO THE FOLLOWING ADDRESS:

ECONOMIC/COMMERCIAL SECTION

UNITED STATES EMBASSY
KNEZA MILOSA 50
BELGRADE, YUGOSLAVIA
ATTENTION: COMMERCIAL ATTACHE

7. THE PARTICIPATION FEE IS U.S. DOLLARS 200.00 OR THE EQUIVALENT IN NEW DINARS AT THE PREVAILING RATE OF EXCHANGE. PLEASE MAKE DOLLAR CHECKS PAYABLE TO U.S. DISBURSING OFFICER AMERICAN EMBASSY, BELGRADE, YUGOSLAVIA. DINAR PAYMENTS SHOULD BE MADE DIRECTLY TO THE AMERICAN EMBASSY U.S. DISBURSING OFFICER'S ACCOUNT WITH INVESTBANKA, BELGRADE, GLAVNA CENTRALA, NO. 60811-620-63/808016-217. PLEASE NOTE SOMEWHERE ON CHECK THAT PAYMENT IS FOR PARTICIPATION IN "MINING 78".

8. IF YOU HAVE ANY FURTHER QUESTIONS FEEL FREE TO TELEX.
REGARDS, ROBERT BRUCE MCMULLEN, COMMERCIAL ATTACHE

AMERICAN EMBASSY
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KNEZA MILOSA 50
11000 BELGRADE, YUGOSLAVIA
TELEX NO: 11529
EAGLEBURGER

NOTE BY OC/T: PASSED TO ABOVE ADDRESSEES.

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NNN

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